

Message Text

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ACTION CU-04

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R 171300Z APR 74

FM AMEMBASSY CAIRO

TO USIA WASHDC

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INFO/AMEMBASSY ADDIS ABABA 281

AMEMBASSY DAR ES SALAAM

AMEMBASSY NAIROBI

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SECSTATE FOR CU/CP; PARIS FOR ARS; USIA FOR INA

E.O. 11652: N/A

REF: CAIRO 438

1. FOLLOWING STORY APPEARED IN APRIL 17 CAIRO DAILY, AL AKHBAR
(CIRC. 400,000):

AMERICAN BALLET TROUPE WHICH VISITED EGYPT
DID NOT INCLUDE A SINGLE AMERICAN MEMBER

"THE AMERICAN BALLET TROUPE" WHICH PRESENTED ITS PERFORMANCE
AT AL-GOMHOURIYA THEATRE FOR FIVE DAYS DID NOT INCLUDE A SINGLE
AMERICAN CITIZEN EXCEPT ITS MANAGER. ALL MEMBERS WERE FRENCH.
THIS SITUATION WOULD HAVE BEEN EASY TO ACCEPT HAD THE TROUPE
PRESENTED AN ACCEPTABLE PERFORMANCE. IT IS NOT IMPORTANT THAT
A TROUPE'S MEMBERS SHOULD BE AMERICAN, FRENCH, OR BRITISH.
THE TROUPE'S STANDARD WAS SO POOR THAT IT CAUSED DISSATISFAC-
TION. THE MINISTRY OF CULTURE WHICH IS RESPONSIBLE FOR BRINGING
SUCH TROUPES SHOULD BE MORE DISCERNING. THE STANDARD OF
VISITING TROUPES MUST BE OUTSTANDING IN ORDER TO BE ABLE TO

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SERVE THE EGYPTIAN ART MOVEMENT. WE ARE SUPPOSED TO MAKE
USE OF THE EXPERIENCES AND SKILLS OF RENOWNED VISITING TROUPES.

OUR ART MOVEMENT DID NOT VENEFIT FROM THE "TROUPE" IN ANY WAY.

2. POST COMMENT: AUDIENCE REACTION TO ART THEATRE BALLET PERFORMANCES RANGED FROM DISSAPPOINTMENT TO OUTRAGE. KINDEST COMMENT HEARD WAS "OUR EGYPTIAN NATIONAL BALLET TROUPE IS BETTER THAN THIS ONE."

3. BILLING FOR GROUP STARTED WITH "ART THEATRE BALLET" CHANGED TO AMERICAN ART THEATRE BALLET" AND ENDED AS "NEW YORK BALLET TROUPE" IN FINAL MASSIVE ADVERTISING COMPAIGN. SOME PEOPLE THOUGHT GROUP WAS NEW YORK CITY BALLET. U.S. EMBASSY RECEIVED MANY ENQUIRIES ABOUT TICKETS THROUGH WE HAD NOTHING TO DO WITH PROGRAM.

4. ART THREATRE BALLET PERFORMED FINE PEICE OF CULTURAL SABOTAGE. AUDIENCES HERE WERE PRIMED FOR OUTSTANDING AMERICAN BALLET WITH RESUMPTION OF U.S./EGYPTIAN DIPLOMATIC RELATIONS.
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